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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|---|-------------|----------------------|---------------------|------------------|
| 09/936,658 | 09/17/2001 | Ki-Hyoung Han | 1626.1001 | 9093 |
| 21171 | 7590 | 07/03/2006 | EXAMINER | |
| STAAS & HALSEY LLP JIM LIVINGSTON SUITE 700 1201 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005 | | | LASTRA, DANIEL | |
| | | | ART UNIT | PAPER NUMBER |
| | | | 3622 | |
| DATE MAILED: 07/03/2006 | | | | |

Please find below and/or attached an Office communication concerning this application or proceeding.

| Office Action Summary | Application No. | Applicant(s) | |
|------------------------------|------------------------|---------------------|--|
| | 09/936,658 | HAN, KI-HYOUNG | |
| | Examiner | Art Unit | |
| | DANIEL LASTRA | 3622 | |

– The MAILING DATE of this communication appears on the cover sheet with the correspondence address –

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 10 February 2002.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-18 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) Claim(s) _____ is/are allowed.
6) Claim(s) 1-18 is/are rejected.
7) Claim(s) _____ is/are objected to.
8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date 09/17/2001

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____ .

5) Notice of Informal Patent Application (PTO-152)

6) Other: _____

DETAILED ACTION

1. Claims 1-18 have been examined. Application 09/936,658 (~~SYSTEM AND METHOD OF ADVERTISEMENT OF INTERNET~~) has a filing date 09/17/2001 and is a national stage entry of PCT/KR01/00079 International Filing Date: 01/18/2001 and foreign priority 01/26/2000.

Claim Rejections - 35 USC § 112

2. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claim 1 recites the limitation "the client computer" in 4, "the tool collection box area" in line 5, "the login" in line 7, and "the advertising window frame" in line 14. Claim 9 recites "said motion picture ads material" in line 4 and "the exclusive line" in line 4. Claim 10 recites "said motion picture ads material" in line 4 and "the electronic money" in line 4. Claim 12 recites "the network" in line 2, "the central click event web server" in line 3, "the login" in line 6, "the user information database" in line 7, "the mode selected" in line 8, "the advertisement media database" in line 12, "the advertising window" in line 14. Claim 15 recites "the electronic money" in line 2. Claim 16 recites "the statistical analysis database" in line 5, "the event page index database" in line 8, "the central web server" in line 9 and "said event page" in line 12. Claim 17 recites "said event page" in line 1. There is insufficient antecedent basis for these limitations in the claims.

Claims 1-18 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Claim 1 recites "within the tool box collection area".

For purpose of art rejection, said limitation would be interpreted as displaying advertisements in a banner window. Claim 2 recites "any corresponding local server". For purpose of art rejection, said limitation would be interpreted as a server. Claim 4 recites "client even web server include purchase information for goods displayed". Said limitation does not explain the meaning of purchase information. For purpose of art rejection, said limitation would be interpreted as tracking click-through data. Claim 5 recites "EC business". For purpose of art rejection, said limitation would be interpreted as meaning business. Claim 8 recites "TAP mode". For purpose of art rejection, said limitation would be interpreted as displaying a web browser. Claim 9 recites "the exclusive line". For purpose of art rejection, said limitation would be interpreted as a network connection. Claim 10 recites "receives the electronic money in proportion to the time use said web browser from the provider of said web browser". Said limitation is indefinite because it does not teach who is receiving the money and for what reason. For purpose of art rejection, said limitation would be interpreted as compensating users for browsing data. Claim 11 recites "ordinary individuals". For purpose of art rejection, said limitation would be interpreted as individuals.

Drawings

3. Figure 5 is not in the English language. Accordingly, replacement drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to this Office action. The replacement sheet(s) should be labeled "Replacement Sheet" in the page header (as per 37 CFR 1.84(c)) so as not to obstruct any portion of the drawing figures. If the changes are not accepted by the examiner, the applicant will be notified and informed of

any required corrective action in the next Office action. Applicant is given a TWO MONTH time period to submit new drawings in compliance with 37 CFR 1.81. Extensions of time may be obtained under the provisions of 37 CFR 1.136(a). Failure to timely submit replacement drawing sheets will result in ABANDONMENT of the application.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-9, 11-14 and 16-18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Drosset (US 2002/0188746) in view of Leeke (US 6,587,127).

As per claim 1, Drosset teaches:

A system of advertisement on internet comprising a user information database (see paragraph 170), an advertising server (see paragraph 44), a statistical analysis database for advertisement (see paragraph 182), a click event web server including an event page index database (see paragraph 150), client's servers and a network to link them together in which the client computer drives a web browser having a motion picture advertising window (see paragraph 98, figure 12), wherein the system comprises a first process module for user's information to process the login of user or to provide (see paragraph 150) and treat the information of user into the above user information database and/or statistical analysis database for advertisement (see paragraph 170);

a second process module for motion picture advertisement to receive a multi-casting motion picture ad transmitted by the advertising server in real time and displaying it on the said advertising window (see paragraph 71); a third process module for motion picture click event registering the click event of said statistical analysis database and requiring the said click event web server to transmit event web pages when a user of the client computer clicks the advertising window frame (see paragraph 122); and a fourth process module for web document to display the web document transmitted by the above click event web server or other external web server through a window frame of the said web browser (see paragraph 118). Drosset does not expressly teach that the advertisement window is within the tool collection box area. However, Leeke teaches an internet player with a advertisement window in the top of a browser (see figure 2). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Drosset would place an advertisement window on top of a browser display, as taught by Leeke in order that said advertisement window do not interrupt a user's browsing session.

As per claim 12, Drosset teaches:

A method of advertisement on internet to send motion picture advertisements to a client computer through the network by any local advertising server and/or a system operator to control the central click event web server, comprising the steps of-.

(a) performing a web browser having a motion picture advertising window within said client computer to identify the login of a user accessed to the user information database of a local database server (see paragraph 150),

(b) calculating suitability of the mode selected according to the user information by said user identified by his(her) login in step (a) (see paragraph 150);

(c) accessing motion picture advertisement materials included in a category having the suitability calculated in step (b) more than a selected reference value, from the advertisement media database of said local database server (see paragraph 170); and

(d) transmitting the motion picture advertisement materials accessed in step (c) in real time multi-casting manner displaying them on the advertising window of the web browser in the client computer running by the user (see paragraph 77).

Drossel does not teach that said advertising window is within in its tool collection box. However, the same argument made in claim 1 regarding this missing limitation is also made in claim 12.

As per claim 2, Drossel teaches:

The system as claimed in Claim 1, wherein any one selected from the user information database, the statistical analysis database for advertisement or the advertising sever or the combination thereof is managed and/or controlled by any corresponding local server (see paragraph 44) .

As per claim 3, Drossel teaches:

The system as claimed in Claim 1, wherein the click event web server is managed and/or controlled by a central server (see figure 3).

As per claim 4, Drossel teaches:

The system as claimed in Claim 1, wherein said event web pages transmitted from the click event web server include the purchase information for goods displayed on the advertisement shown at the time of creating said click event (see paragraph 96).

As per claim 5, Drosset teaches:

The system as claimed in Claim 1, wherein said event web pages transmitted from the click event web server include the web page for EC business for goods displayed on the advertisement shown at the time of creating said click event (see paragraph 96).

As per claim 6, Drosset teaches:

The system as claimed in Claim 1, wherein the motion picture advertising window practices at least any one selected from motion picture ads materials, internet broadcast or internet music broadcast in real time (see paragraph 71).

As per claim 7, Drosset teaches:

The system as claimed in Claim 1, wherein said event web pages transmitted from the click event web server include multi-channel internet broadcast (see paragraph 65).

As per claim 8, Drosset teaches:

The system as claimed in Claim 1, wherein the web browser is embodied in TAP mode when a plurality of web pages are displayed (see paragraph 98).

As per claim 9, Drosset teaches:

The system as claimed in Claim 1, wherein the user of said client computer is given the web browser having said motion picture advertising window, practices web-

browsing by employing said web browser, is capable of seeing said motion picture ads materials and, simultaneously, permitted to use the exclusive line for said network only from the provider of said web browser (see paragraph 132).

As per claim 11, Drosset teaches:

The system as claimed in Claim 9 or 10, wherein said client computer has a plurality of computers and is the computer of PC room to serve ordinary individuals enjoying internet with said plural computers (see figure 3).

As per claim 13, Drosset teaches:

The method as claimed in Claim 12, wherein further includes a step that the user of the client computer is provided with the web browser having said motion picture advertising window (see figure 12) but fails to teach in a part of the tool collection box space by said system operator before the practice of said method. However, the same rejection applied to claim 1 regarding this missing limitation is also applied to claim 13.

As per claim 14, Drosset teaches:

The method as claimed in Claim 13, wherein further includes a step that the user of the client computer is given an exclusive line for said network only from said system operator (see paragraph 132).

As per claim 16, Drosset teaches:

The method as claimed in Claim 12, wherein further comprises the steps of:

(e) creating click events by clicking a specific motion picture advertising window on which said motion picture ads materials are (dis)played (see paragraphs 102-103);

(f) registering said click events on the statistical analysis database installed in the local database server according to the user information at creating said click events (see paragraph 182),

(g) accessing the event page index database installed in the central web server communicated with said local database server when the click events are created and requesting the corresponding event web page (see paragraph 182); and

(h) a management server for event page index database within said central web server transmits said event page to the user and displays it on a new window frame (see paragraph 107).

As per claim 17, Drosset teaches:

The method as claimed in Claim 16, wherein said event page provides goods information for electronic commerce (EC) business and/or circumstance for it (see paragraph 103).

As per claim 18, Drosset teaches:

The method as claimed in Claim 16, wherein said event page further includes multi-channel internet broadcast page (see paragraph 207).

5. Claims 10 and 15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Drosset (US 2002/0188746) in view of Leeke (US 6,587,127) and further in view of Angles (US 5,933,811)..

As per claims 10 and 15, Drosset teaches:

The system as claimed in Claim 1, wherein the user of said client computer is given the web browser having said motion picture advertising window, practices web-

browsing by employing said web browser, is capable of seeing said motion picture ads materials (see paragraph 71) but fails to teach and, simultaneously, receives the electronic money in proportion to the time to use said web browser from the provider of said web browser. However, Angles teaches a system which compensates users for viewing advertisements (see abstract). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Drosset would compensate user for viewing advertisements, as taught by Angles in order that said users have an incentive to view advertisements and obtain more information from said advertisements products.

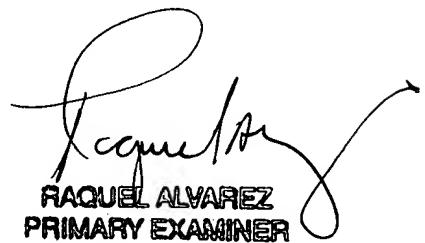
Conclusion

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-6720 and fax 571-273-6720. The examiner can normally be reached on 9:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W. STAMBER can be reached on 571-272-6724. The official Fax number is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DU
Daniel Lastra
June 20, 2006



RAQUEL ALVAREZ
PRIMARY EXAMINER